

Rep Order# 6840823 Ver# 1 Status New  
EC'd Yes

Station KRQE-TV ALBUQUERQUE, NM.  
Advertiser ( ) HEINRICH FOR SENATE  
Product political  
Estimate# 2200  
Buyer Cathie Herrick  
Phone#  
Fax#

Agency ( ) BUYING TIME  
650 MASSACHUSETTS AVE, N.W., SUITE 210  
WASHINGTON, DC 20001  
Agency C/P1/P2/E 334/332/2200  
Flight Dates 08/14/2012 - 08/22/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Printed: 08/13/2012 9:39 AM  
Last Received: 08/10/2012 2:19 PM  
Showing Buylines: All Lines

Traffic Order# 198032  
1 of 4

--- CONTRACT COMMENT ---

SC=\*

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
1		KRQE NEWS 13 @ 5A	08/14-08/14	\$75.00	:30	1	1	TU	5A-6A	\$75.00	1	
2		KRQE NEWS 13 @ 5A	08/15-08/15	\$75.00	:30	1	1	W	5A-6A	\$75.00	1	
3		KRQE NEWS 13 @ 5A	08/16-08/16	\$75.00	:30	1	1	TH	5A-6A	\$75.00	1	
4		KRQE NEWS 13 @ 5A	08/17-08/17	\$75.00	:30	1	1	F	5A-6A	\$75.00	1	
5		KRQE NEWS 13 @ 5A	08/20-08/20	\$75.00	:30	1	1	M	5A-6A	\$75.00	1	
6		KRQE NEWS 13 @ 5A	08/21-08/21	\$75.00	:30	1	1	TU	5A-6A	\$75.00	1	
7		KRQE NEWS 13 @ 5A	08/22-08/22	\$75.00	:30	1	1	W	5A-6A	\$75.00	1	
8		KRQE NEWS 13 @ 6A	08/14-08/14	\$125.00	:30	1	1	TU	6A-7A	\$125.00	1	
9		KRQE NEWS 13 @ 6A	08/15-08/15	\$125.00	:30	1	1	W	6A-7A	\$125.00	1	
10		KRQE NEWS 13 @ 6A	08/17-08/17	\$125.00	:30	1	1	F	6A-7A	\$125.00	1	
11		THE PRICE IS RIGHT	08/15-08/15	\$300.00	:30	1	1	W	11A-12P	\$300.00	1	
12		THE PRICE IS RIGHT	08/16-08/16	\$300.00	:30	1	1	TH	11A-12P	\$300.00	1	
13		THE PRICE IS RIGHT	08/17-08/17	\$300.00	:30	1	1	F	11A-12P	\$300.00	1	
14		DR. PHIL	08/14-08/14	\$300.00	:30	1	1	TU	3P-4P	\$300.00	1	

Station KRQE-TV ALBUQUERQUE, NM.    Agency ( ) BUYING TIME    Rep Firm ( ) PHILADELPHIA  
 Advertiser ( ) HEINRICH FOR SENATE    650 MASSACHUSETTS AVE, N.W., SUITE 210    Sales Office ( ) AMY MCCREARY  
 Product political    WASHINGTON, DC 20001    Salesperson ( )  
 Estimate# 2200    Agency C/P1/P2/E 334/332/2200    Salesperson Phone# 215-568-6540  
 Buyer Cathie Herrick    Flight Dates 08/14/2012 - 08/22/2012    Salesperson FAX# 215-568-1845  
 Phone#    Hiatus Weeks  
 Fax#

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
15		DR. PHIL	08/15-08/15	\$300.00 2	:30	1	1	W	3P-4P	\$300.00	1	
16		DR. PHIL	08/16-08/16	\$300.00 2	:30	1	1	TH	3P-4P	\$300.00	1	
17		DR. PHIL	08/20-08/20	\$300.00 2	:30	1	1	M	3P-4P	\$300.00	1	
18		DR. PHIL	08/22-08/22	\$125.00 4	:30	1	1	W	3P-4P	\$125.00	1	
19		CBS EVENING NEWS/KRQE NEWS 13 @ 53	08/19-08/19	\$275.00 3	:30	1	1	SU	458P-6P	\$275.00	1	
20		CBS EVENING NEWS/KRQE NEWS 13 @ 53	08/18-08/18	\$175.00 4	:30	1	1	SA	458P-6P	\$175.00	1	
21		KRQE NEWS 13 @ 430P	08/14-08/14	\$550.00 2	:30	1	1	TU	430P-5P	\$550.00	1	
22		KRQE NEWS 13 @ 430P	08/16-08/16	\$550.00 2	:30	1	1	TH	430P-5P	\$550.00	1	
23		KRQE NEWS 13 @ 430P	08/17-08/17	\$550.00 2	:30	1	1	F	430P-5P	\$550.00	1	
24		KRQE NEWS 13 @ 430P	08/20-08/20	\$550.00 2	:30	1	1	M	430P-5P	\$550.00	1	
25		KRQE NEWS 13 @ 430P	08/22-08/22	\$550.00 2	:30	1	1	W	430P-5P	\$550.00	1	
26		JEOPARDY	08/15-08/15	\$1,400.00 2	:30	1	1	W	6P-630P	\$1,400.00	1	
27		JEOPARDY	08/16-08/16	\$1,400.00 2	:30	1	1	TH	6P-630P	\$1,400.00	1	
28		JEOPARDY	08/17-08/17	\$1,400.00 2	:30	1	1	F	6P-630P	\$1,400.00	1	
29		JEOPARDY	08/21-08/21	\$1,400.00 2	:30	1	1	TU	6P-630P	\$1,400.00	1	
30		WHEEL OF FORTUNE	08/14-08/14	\$1,700.00 2	:30	1	1	TU	630P-7P	\$1,700.00	1	

Rep Order# 6840823 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/13/2012 9:39 AM 3 of 4

Last Received: 08/10/2012 2:19 PM

Showing Buylines: All Lines

Station KRQE-TV ALBUQUERQUE, NM.  
Advertiser ( ) HEINRICH FOR SENATE  
Product political  
Estimate# 2200  
Buyer Cathie Herrick  
Phone#  
Fax#

Agency ( ) BUYING TIME  
650 MASSACHUSETTS AVE., SUITE 210  
WASHINGTON, DC 20001  
Agency C/P1/P2/E 334/332/2200  
Flight Dates 08/14/2012 - 08/22/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
31		WHEEL OF FORTUNE	08/20-08/20	\$1,700.00 <b>2</b>	:30	1	1	M	630P-7P	\$1,700.00	1	
32		KRQE NEWS 13 AT 10P	08/19-08/19	\$800.00 <b>3</b>	:30	1	1	SU	10P-1035P	\$800.00	1	
33		KRQE NEWS 13 AT 10P	08/18-08/18	\$700.00 <b>3</b>	:30	1	1	SA	10P-1035P	\$700.00	1	
34		KRQE NEWS 13 AT 10P	08/15-08/15	\$1,100.00 <b>3</b>	:30	1	1	W	10P-1035P	\$1,100.00	1	
35		KRQE NEWS 13 AT 10P	08/16-08/16	\$1,100.00 <b>3</b>	:30	1	1	TH	10P-1035P	\$1,100.00	1	
36		KRQE NEWS 13 AT 10P	08/22-08/22	\$1,100.00 <b>3</b>	:30	1	1	W	10P-1035P	\$1,100.00	1	
37		LATE SHOW W/DAVID LETTERMAN	08/14-08/14	\$175.00 <b>4</b>	:30	1	1	TU	1035P-1137P	\$175.00	1	
38		LATE SHOW W/DAVID LETTERMAN	08/15-08/15	\$175.00 <b>4</b>	:30	1	1	W	1035P-1137P	\$175.00	1	
39		LATE SHOW W/DAVID LETTERMAN	08/16-08/16	\$175.00 <b>4</b>	:30	1	1	TH	1035P-1137P	\$175.00	1	
40		LATE SHOW W/DAVID LETTERMAN	08/20-08/20	\$175.00 <b>4</b>	:30	1	1	M	1035P-1137P	\$175.00	1	
41		LATE SHOW W/DAVID LETTERMAN	08/21-08/21	\$175.00 <b>4</b>	:30	1	1	TU	1035P-1137P	\$175.00	1	
42		THE CLOSER	08/18-08/18	\$100.00 <b>4</b>	:30	1	1	SA	1035P-1137P	\$100.00	1	
43		HOUSE	08/19-08/19	\$100.00 <b>4</b>	:30	1	1	SU	1035P-1137P	\$100.00	1	
44		THE CLOSER	08/19-08/19	\$75.00 <b>4</b>	:30	1	1	SU	1137P-1237A	\$75.00	1	

Station KRQE-TV ALBUQUERQUE, NM.  
Advertiser ( ) HEINRICH FOR SENATE  
Product political  
Estimate# 2200  
Buyer Cathie Herrick  
Phone#  
Fax#

Agency ( ) BUYING TIME  
650 MASSACHUSETTS AVE, N.W., SUITE 210  
WASHINGTON, DC 20001  
Agency C/P1/P2/E 334/332/2200  
Flight Dates 08/14/2012 - 08/22/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
45		JEOPARDY	08/18-08/18	\$275.00	:30	1	1	SA	6P-630P	\$275.00	1	
46		KRQE NEWS 13 SUN MORNING	08/19-08/19	\$100.00	:30	1	1	SU	7A-8A	\$100.00	1	

---REPORT TOTALS---

Report Totals: 46 / \$21,650.00

---SALES MONTHLY TOTALS---

Aug 12: 46 / \$21,650.00  
Sales Totals: 46 / \$21,650.00  
Station Totals: 46 / \$21,650.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$65,606
CABL 0%	KASA 1%
KOB 26%	KRQE 33%
	KASY 1%
	KWBQ 0%
	KBIM 0%
	KOAT 39%

---COMPETITIVE COMMENTS---

EST SHARES

Books JUL12  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

# Spot Manager: All, 08/14/12-08/22/12

Alt Order #	Advertiser	Order	Inv. Code (Book	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
-------------	------------	-------	-----------------	-------------	--------	--------	-------	---------	----------	----------	-------	------

Date: 08/14/12

## Station: KRQE

06840823	POL/Heinrich fi	198032	M-F KROE News	KROE News	:30	P4	[ALL]	political	2200	5:39:33 AM	MH12TVENV1	\$75.00
06840823	POL/Heinrich fi	198032	M-F KRQE News	KROE News	:30	P4	[ALL]	political	2200	6:37:45 AM	MH12TVENV1	\$125.00
06840823	POL/Heinrich fi	198032	Dr. Phil	3p-4p	:30	P2	[ALL]	political	2200	3:33:17 PM	MH12TVENV1	\$300.00
06840823	POL/Heinrich fi	198032	M-F KROE News	430p-5p	:30	P2	[ALL]	political	2200	4:37:40 PM	MH12TVENV1	\$550.00
06840823	POL/Heinrich fi	198032	M-F 630p-7p	M-F 630p-7p	:30	P2	[ALL]	political	2200	6:41:33 PM	MH12TVENV1	\$1,700.00
06840823	POL/Heinrich fi	198032	David Letterman	1035p-1137p	:30	P4	[ALL]	political	2200	11:25:30 PM	MH12TVENV1	\$175.00

\$2,925.00

\$2,925.00

Date: 08/15/12

## Station: KRQE

06840823	POL/Heinrich fi	198032	M-F KROE News	KRQE News	:30	P4	[ALL]	political	2200	5:25:17 AM		\$75.00
06840823	POL/Heinrich fi	198032	M-F KRQE News	KROE News	:30	P4	[ALL]	political	2200	6:38:45 AM		\$125.00
06840823	POL/Heinrich fi	198032	Price is Right	11a-12p	:30	P3	[ALL]	political	2200	10:58:30 AM		\$300.00
06840823	POL/Heinrich fi	198032	Dr. Phil	3p-4p	:30	P2	[ALL]	political	2200	3:15:01 PM		\$300.00
06840823	POL/Heinrich fi	198032	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	political	2200	6:28:44 PM		\$1,400.00
06840823	POL/Heinrich fi	198032	LN M-F	10p-1035p	:30	P3	[ALL]	political	2200	10:17:57 PM		\$1,100.00
06840823	POL/Heinrich fi	198032	David Letterman	1035p-1137p	:30	P4	[ALL]	political	2200	10:59:15 PM		\$175.00

\$3,475.00

\$3,475.00

Date: 08/16/12

## Station: KRQE

06840823	POL/Heinrich fi	198032	M-F KROE News	KRQE News	:30	P4	[ALL]	political	2200	5:46:06 AM		\$75.00
06840823	POL/Heinrich fi	198032	Price is Right	11a-12p	:30	P3	[ALL]	political	2200	11:29:56 AM		\$300.00
06840823	POL/Heinrich fi	198032	Dr. Phil	3p-4p	:30	P2	[ALL]	political	2200	3:07:08 PM		\$300.00
06840823	POL/Heinrich fi	198032	M-F KROE News	430p-5p	:30	P2	[ALL]	political	2200	4:47:55 PM		\$550.00
06840823	POL/Heinrich fi	198032	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	political	2200	6:28:59 PM		\$1,400.00
06840823	POL/Heinrich fi	198032	LN M-F	10p-1035p	:30	P3	[ALL]	political	2200	10:16:57 PM		\$1,100.00
06840823	POL/Heinrich fi	198032	David Letterman	1035p-1137p	:30	P4	[ALL]	political	2200	10:46:45 PM		\$175.00

\$3,900.00

\$3,900.00

Date: 08/17/12

## Station: KRQE

06840823	POL/Heinrich fi	198032	M-F KROE News	KROE News	:30	P4	[ALL]	political	2200	5:25:47 AM		\$75.00
06840823	POL/Heinrich fi	198032	M-F KROE News	KROE News	:30	P4	[ALL]	political	2200	6:12:30 AM		\$125.00
06840823	POL/Heinrich fi	198032	Price is Right	11a-12p	:30	P3	[ALL]	political	2200	10:59:30 AM		\$300.00
06840823	POL/Heinrich fi	198032	M-F KROE News	430p-5p	:30	P2	[ALL]	political	2200	4:38:40 PM		\$550.00
06840823	POL/Heinrich fi	198032	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	political	2200	6:12:30 PM		\$1,400.00

\$2,450.00

\$2,450.00

Date: 08/18/12

## Station: KRQE

06840823	POL/Heinrich fi	198032	LN Sa	10p-1035p	:30	P3	[ALL]	political	2200			\$700.00
06840823	POL/Heinrich fi	198032	Sa 6p-630p	Sa 6p-630p	:30	P3	[ALL]	political	2200			\$275.00
06840823	POL/Heinrich fi	198032	Sa 1030p-1130p	1035p-1135p	:30	P4	[ALL]	political	2200			\$100.00
06840823	POL/Heinrich fi	198032	Sa KROE News	530p-6p	:30	P4	[ALL]	political	2200			\$175.00

\$1,250.00

\$1,250.00

Date: 08/19/12

## Station: KRQE

06840823	POL/Heinrich fi	198032	LN Su	10p-1035p	:30	P3	[ALL]	political	2200			\$800.00
06840823	POL/Heinrich fi	198032	EN (Sa-Su)	Sa/Su 5-6p	:30	P3	[ALL]	political	2200			\$275.00
06840823	POL/Heinrich fi	198032	Su 1130p-1230a	1135p-1235a	:30	P4	[ALL]	political	2200			\$75.00
06840823	POL/Heinrich fi	198032	KROE News	Sun 7a-8a	:30	P4	[ALL]	political	2200			\$100.00
06840823	POL/Heinrich fi	198032	Su 1030p-1130p	1035p-1135p	:30	P4	[ALL]	political	2200			\$100.00

\$1,350.00

\$1,350.00

Date: 08/20/12

## Station: KRQE

[Sorted by: Date]

# Spot Manager: All, 08/14/12-08/22/12

Alt Order #	Advertiser	Order	Inv. Code (Book	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
Date: 08/20/12												
Station: KRQE												
06840823	POL/Heinrich f	198032	M-F KROE News	KROE News	:30	P4	[ALL]	political	2200	5:32:30 AM		\$75.00
06840823	POL/Heinrich f	198032	Dr. Phil	3p-4p	:30	P2	[ALL]	political	2200	3:52:13 PM		\$300.00
06840823	POL/Heinrich f	198032	M-F KRQE News	430p-5p	:30	P2	[ALL]	political	2200	4:57:56 PM		\$550.00
06840823	POL/Heinrich f	198032	M-F 630p-7p	M-F 630p-7p	:30	P2	[ALL]	political	2200	6:47:48 PM		\$1,700.00
06840823	POL/Heinrich f	198032	David Letterman	1035p-1137p	:30	P4	[ALL]	political	2200	11:11:45 PM		\$175.00
												<b>\$2,800.00</b>
												<b>\$2,800.00</b>

Date: 08/21/12

Station: KRQE

06840823	POL/Heinrich f	198032	M-F KRQE News	KRQE News	:30	P4	[ALL]	political	2200	5:52:29 AM		\$75.00
06840823	POL/Heinrich f	198032	M-F 6p-630p	M-F 6p-630p	:30	P2	[ALL]	political	2200	6:21:14 PM		\$1,400.00
06840823	POL/Heinrich f	198032	David Letterman	1035p-1137p	:30	P4	[ALL]	political	2200	10:46:45 PM		\$175.00
												<b>\$1,650.00</b>
												<b>\$1,650.00</b>

Date: 08/22/12

Station: KRQE

06840823	POL/Heinrich f	198032	M-F KROE News	KRQE News	:30	P4	[ALL]	political	2200	5:12:51 AM		\$75.00
06840823	POL/Heinrich f	198032	Dr. Phil	3p-4p	:30	P4	[ALL]	political	2200	3:16:31 PM		\$125.00
06840823	POL/Heinrich f	198032	M-F KRQE News	430p-5p	:30	P2	[ALL]	political	2200	4:57:56 PM		\$550.00
06840823	POL/Heinrich f	198032	LN M-F	10p-1035p	:30	P3	[ALL]	political	2200	10:06:38 PM		\$1,100.00
												<b>\$1,850.00</b>
												<b>\$1,850.00</b>
												<b>\$1,650.00</b>

[Sorted by: Date]

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:****Date:**

8/1/12

I, Buying Time LLC,being/on behalf of: Martin Heinrich for Senate, a legallyqualified candidate of the Democratic politicalparty for the office of: U.S. Senate (NM)in the Generalelection to be held on: November 6th, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

**Total Charges: \$****NET**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

Martin Heinrich for Senate  
P.O. Box 25763  
Albuquerque, N.M. 87125

Valerie J. Borrego-Treasurer

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego-Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

8/1/12

Date \_\_\_\_\_

Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title



## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Martin Herrick for Senate  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does ☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Adam Sullivan

printed name

7/16/2012

date